

Introduction
to
The Wealth Builder's Action Plan



Meet Donald Trump



Donald Trump, founder and chairman of Trump University, is the world's most famous businessman. A graduate of the Wharton School of Finance, his real estate developments include some of the most prestigious addresses nationally and internationally. Among them are the world-renowned Fifth Avenue skyscraper, Trump Tower, Trump Park Avenue, the historic Mar-a-Lago Club in Palm Beach and the Palm Trump International Hotel & Tower in development in Dubai. His four award-winning golf courses, and one soon to be developed in Scotland, reflect his passion for golf. As the Emmy-nominated star and co-producer of the reality television hit show, *The Apprentice*, and author of seven bestsellers, he is truly a media giant.



Introduction to The Wealth Builder's Action Plan

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Introduction

Welcome to *The Wealth Builder's Action Plan*. And congratulations on assembling a team of world-class experts to support and guide you on your road to wealth!

The Structure of the Plan

There is a carefully designed sequence to *The Wealth Builder's Action Plan*, and we strongly advise you to follow the sequence faithfully.

There are eight programs in all, each presented by a different expert. The first three programs establish the fundamentals, and provide powerful actions that will position you to win. The next four programs introduce four different pathways to wealth: they are packed with "how-to" content on specific wealth-creation tactics. The final program is about protecting the wealth you create.

Many people are eager to rush straight for the "how-to" material, believing that they have already mastered the fundamentals. Unless you are currently extremely wealthy, you can be certain that this is a major error. Whatever else you do with *The Wealth Builder's Action Plan*, **do not bypass or hurry the first three programs.**

Your instructors are not only successful wealth creators, they are also experienced educators. They have seen countless individuals fail, through impatience to dive unprepared into "how-to" activities. We want you to succeed! So give all the time and attention you need to develop true mastery of the fundamentals.

Many Paths to Wealth

In the “how-to” components of *The Wealth Builder’s Action Plan* you will be introduced to four pathways to wealth creation:

- Start a business
- Buy a business
- Invest in real estate
- Invest in the stock market

Any one of these paths, followed diligently and consistently for sufficient time, can lead you to your financial goals. It can also be appropriate to choose more than one path to wealth, following the familiar principle of “multiple streams of income.”

It is almost certainly unwise to **start** several paths at once. Have one central focus to begin with, and add other paths once you have mastered the first. Otherwise, you will get scattered. Worse still, you will tend to switch lanes whenever you meet an obstacle — a sure recipe for failure.

How To Choose Your Route

So how do you choose the path for you? Are you a born entrepreneur, a real estate natural or stock market aficionado? We recommend you take the time and effort to explore each of the options presented here **before** you commit yourself. In other words, complete each course as if it were your primary focus. This will require some patience, especially if you already have a strong preference. However, there are at least three good reasons for being thorough:

1. You will have much greater confidence in, and commitment to, your choice of path once you have fully evaluated the alternatives.
2. You will gather insights and knowledge from outside your chosen field, which will enrich your activities within that field.
3. You will be better prepared to expand to the next step, when the time is right.

Apply the Action Learning System

The Wealth Builder's Action Plan is constructed on the principles of Trump University's Action Learning System, which is all about learning by doing. Inside each audio package, you will see this simple diagram of the Action Learning System.

1 LISTEN
Listen to both CDs straight through

2 STUDY
With each CD: listen – pause – take notes – listen

3 ACTION
Complete workbook Action Steps

4 REVIEW
Listen to both CDs straight through

There are two basic modes of listening to the audio CDs. One is passive, and gives you the big picture (and the excitement) of the material. For this, you listen straight through. The other is active, and requires you to use the pause button on your audio player and have the *Action Journal* or a notebook at your side. Now you are reviewing the material in detail, and writing down your key learning points. Finally, you need to repeat, repeat, repeat your listening to fully install the new knowledge. For the most powerful results, repeat the Action Steps too.

The Power of Outcomes

At the beginning of each Workbook you will find a page headed "Personal Program Goals." It encourages you to identify your own specific interests in studying the subject. Completing this page will give energy and focus to your learning process. You'll notice there is a signature line at the bottom where you commit to completing the program by a certain date. Unless you are working with a coach, no one will see this signature but you. Nevertheless, there is a tremendous power in making a visible commitment to your outcome, and putting your name to it. So be sure to complete this part of the page, too.

Turbo Charge Your Learning

We have added to this Introduction a special report from one of the world's leading experts on successful learning and goal achievement, Dr. Stephanie Burns. It is entitled "Seven Steps to Boost Your Learning" and we strongly encourage you to read it before you begin. More than that, go back to the report periodically as you work through *The Wealth Builder's Action Plan*. Dr. Burns' wisdom can literally transform your results, as it has for thousands of others in multiple fields of endeavor from sports to music to business.

You can find more about successful learning from Dr. Stephanie Burns' contribution to our companion product, *The Wealth Builder's Blueprint*.

Your Success Kit

There are four elements in your Success Kit:

- My Master Plan for Wealth — Wall Map
- The Action Journal
- Workbooks & Tools [CD-ROM]
- Wealth Masterminds [Audio-CD]
- Trump University Resources [CD-ROM]

My Master Plan for Wealth — Wall Map

Donald Trump says: “Always keep the big picture in mind.” The Master Plan is designed to help you do just that. As a very first step, unfold it and fix it onto the wall where you can easily and frequently see it.

The Master Plan is your virtual coach. It is there to keep you accountable to your commitment to wealth education. Remember, it is your action (or inaction) that will decide between success and failure in creating personal wealth.

Every time you complete a major piece of learning, acknowledge yourself by recording this on the Master Plan. This simple activity rewards your subconscious mind and encourages you on to completion.

The Action Journal

Recording your learning experiences is one of the most powerful motivational tools, and creates an inventory of knowledge and insight for you to draw on in the future. Read the guidelines for working with the *Action Journal* and place the journal where you can always access it to record your progress.

The Workbooks

This is where the rubber meets the road, and where you get the chance to transform learning into results.

For each audio program in *The Wealth Builder's Action Plan*, there is an accompanying Workbook that provides a series of Action Steps. These Workbooks are on the 'Workbooks & Tools' CD-ROM. Print out each Workbook as you are ready to engage in that part of the program.

With each Action Step, you will find the purpose of that step and a "success tip" to help you complete it effectively. At the end of the Step, there is a space for you to record your activity, and to summarize your key learning points.

NOTE: As a suggestion to keep your Wealth Builder's Action Plan organized, we suggest you obtain a 1 ½" 3-ring binder. You will find a PDF document for a cover and spine, ready to print for this binder included in the Introduction folder on the 'Workbooks & Tools' CD-ROM.

Follow Up and Follow Through with Trump University

"Learn, learn, learn" says Donald Trump in his contribution to *Wealth and You*, the first audio CD. To help you keep momentum with your wealth education, we provide an entire CD-ROM featuring extra learning materials and resources from Trump University. Be sure to consult this early in the process, so you can plan for uninterrupted progress towards your goals. To accompany each of the program Workbooks you will also find resources and follow up links to the presenters' websites in the folders on the CD-ROM and at the end of this introduction.

Trump University has created a special page of resources and links for you to access. Go to: **TrumpUniversity.com/wealthplan**



TRUMP
UNIVERSITY

Love
What
You Do

The Golden Key

The Wealth Builder's Action Plan, as its name suggests, provides your step-by-step plan to create a personal fortune. Its companion product, *The Wealth Builder's Blueprint*, lays the foundations of knowledge and skill for creating exceptional financial results. Included in the Success Kit box there is a complete introductory Audio CD for you to learn from each of the presenters on *The Wealth Builder's Blueprint*. The *Wealth Builder's* series will continue to grow: look out for *The Wealth Builder's Mastery Program* now in production.

One last tip: remember Donald Trump's **golden key** to personal achievement, "Love What You Do." Apply that to your education, too. The more you enjoy the journey, the sooner you will arrive at your destination.

All success from your support team at Trump University!

Meet Your Host



Jon Ward

Jon Ward is your host and audio interviewer on *The Wealth Builder's Action Plan*.

Jon Ward is a 25-year veteran of branding and marketing. As a faculty member of Trump University he is creator of the *Marketing Action Program*, which provides a total step-by-step process for creating a winning brand and taking any product or service to market. He began his business career in his native England and after emigrating to the United States became co-owner of a top Arizona advertising agency. He then moved on to consulting, with a special focus on entrepreneurial enterprises.

Along with James Burgin of Brandwithin he has helped create many Trump University programs and together they are the presenters of *Branding for Profit*. Jon is also host and interviewer for *The Wealth Builder's Blueprint*, *How To Build a Fortune*, *Play to Win in Business and Life*, *The Entrepreneur's Success Code* and *Real Estate Goldmine*. Learn more about Jon Ward and his *Marketing Action Program* at TrumpUniversity.com/map

About the Producer

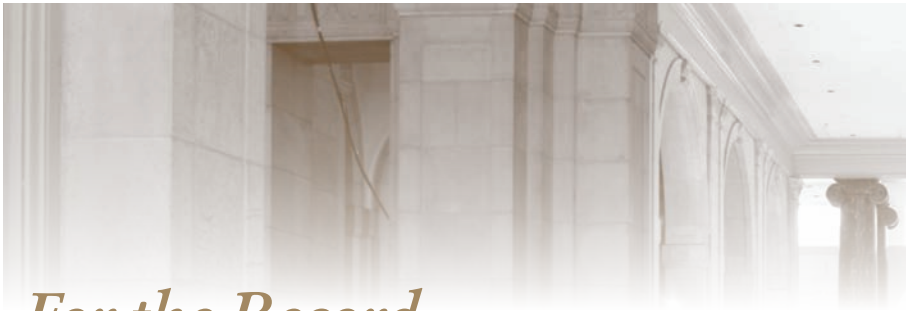


James Burgin

The Wealth Builder's Action Plan is produced exclusively for Trump University by Brandwithin, a branding and education design company based in Phoenix, Arizona. Founded by James Burgin in 2001, Brandwithin has developed a reputation as one of America's leading experts in the field of "knowledge marketing". The firm has helped bring transformative education to millions of individuals, through its work with iconic leaders such as Trump University and Robert Kyosaki's Rich Dad Company.

James Burgin is a faculty member of Trump University and co-presenter with Jon Ward on TrumpU's audio business course, *Branding For Profit*.

Brandwithin's clients, in multiple fields of business have strengthened their brands by adopting a "knowledge marketing" strategy, positioning themselves as sought-after experts and advisors in their fields. James Burgin has assembled an international team with core strengths in three related fields: strategic thinking, educational design and creative services. To reach Brandwithin, please email knowledge@brandwithin.com



For the Record...

The *Action Journal* is a tool for turning knowledge into results.

As you work through each program, listening to the audio CDs and completing the Action Steps, you will make discoveries that are unique to you.

Will you retain these valuable insights, or will they slip away as the pressures of daily life take your attention elsewhere?

It depends on whether you keep a record. From Leonardo da Vinci to Beatrix Potter to Albert Einstein, people of extraordinary achievement have always been compulsive journal keepers.



There are several reasons.

Writing down key ideas and observations not only provides a record for future retrieval – it reinforces your memory and strengthens your personal engagement with the material. And when your actions produce a successful result, making a written note reinforces your sense of fulfillment.

In the *Action Journal* you have the opportunity to capture and keep the treasures of learning that you will uncover as you progress through *The Wealth Builder's Action Plan*.

All success!



The Observation Habit

The pages at the end of the *Action Journal* are left blank for you to record new wealth-creation insights as you go about your daily life. Keep this Journal until it is full, then get a new notebook. You will acquire more than a treasure trove of wealth-creation knowledge: you will train yourself in the priceless habit of observation — one of the keys to financial success.



Your Checklist for Observation

- Memorable learning points from *The Wealth Builder's Action Plan*
- Key learning points from other books, programs and educational events
- Wisdom from wealthy individuals, entrepreneurs and investors I encounter
- Observations of successful businesses, local and national
- Resources such as web sites, books and educators for me to follow-up
- Creative money-making ideas and opportunities

Follow Through and Follow Up

Trump University

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The Wealth Builder's Faculty

Power Start

Dolf de Roos | **DolfdeRoos.com/trumpu**

Dolf de Roos is featured on Trump University's programs

The Wealth Builder's Blueprint and *Bubble Proof Real Estate Investing*.

Financial Tune Up

John Burley | **JohnBurley.com/trumpu**

John Burley is a contributor to Trump University's book *Wealth 101*.

Wealth Strategy

Tom Wheelwright | **ProVisionWealth.com/trumpu**

Tom Wheelwright is a contributor to Trump University's program

The Trump Way to Wealth.

Launch a Business

Michael Sexton: See Michael's posts on the Trump Blog

TrumpUniversity.com/blog

Michael Sexton is a contributor to Trump University's

Entrepreneurship Mastery program.

Buy a Business

Richard Parker | Diomo.com/trumpu

Richard Parker is the creator of Trump University's
How To Buy a Business program.

Real Estate Wealth

Gary Eldred | GaryEldred.com/trumpu

Gary Eldred is the creator of Trump University's
Real Estate Investor's Training program.

Stock Market Success

Ron Ianieri | OptionsUniversity.com/trumpu

Ron Ianieri is developing a program for Trump University on
Stock Market Investing.

Wealth Protection

JJ Childers | SecretMillionaire.com/trumpu

JJ Childers is the leader of Trump University's
Wealth Preservation Retreat.